

## ABSTRACT:

The present invention relates to a process for displaying personal information in an interactive television broadcast comprising:

- A stage for the acquisition of the personal information with the aid of personal equipment,
- A stage for the transmission of this personal information to a server for the broadcasting of content,
- A stage for the processing of information coming from the server for the broadcasting of content consisting in putting it in a format intended to be used by the application software of the interactive television and in encapsulating this data in a format for the transportation of video stream, characterized in that this encapsulated data is broadcasted in multiplexing with the video streams corresponding to the televised broadcast associated with this personal information, and in that it also comprises a stage that can be actuated by the user for the simultaneous displaying and removal of video information and of this personal information.